Life insurance product innovation: What insurers can learn from leading tech and consumer companies

82%

of life and annuities executives believe product development is a core competency...

...but only

12%

believe they have a process that delivers strong product innovation.[1]

[1] **Source:** Society of Actuaries, *Understanding the product development process of life insurance and annuity companies*, December 2017, soa.org

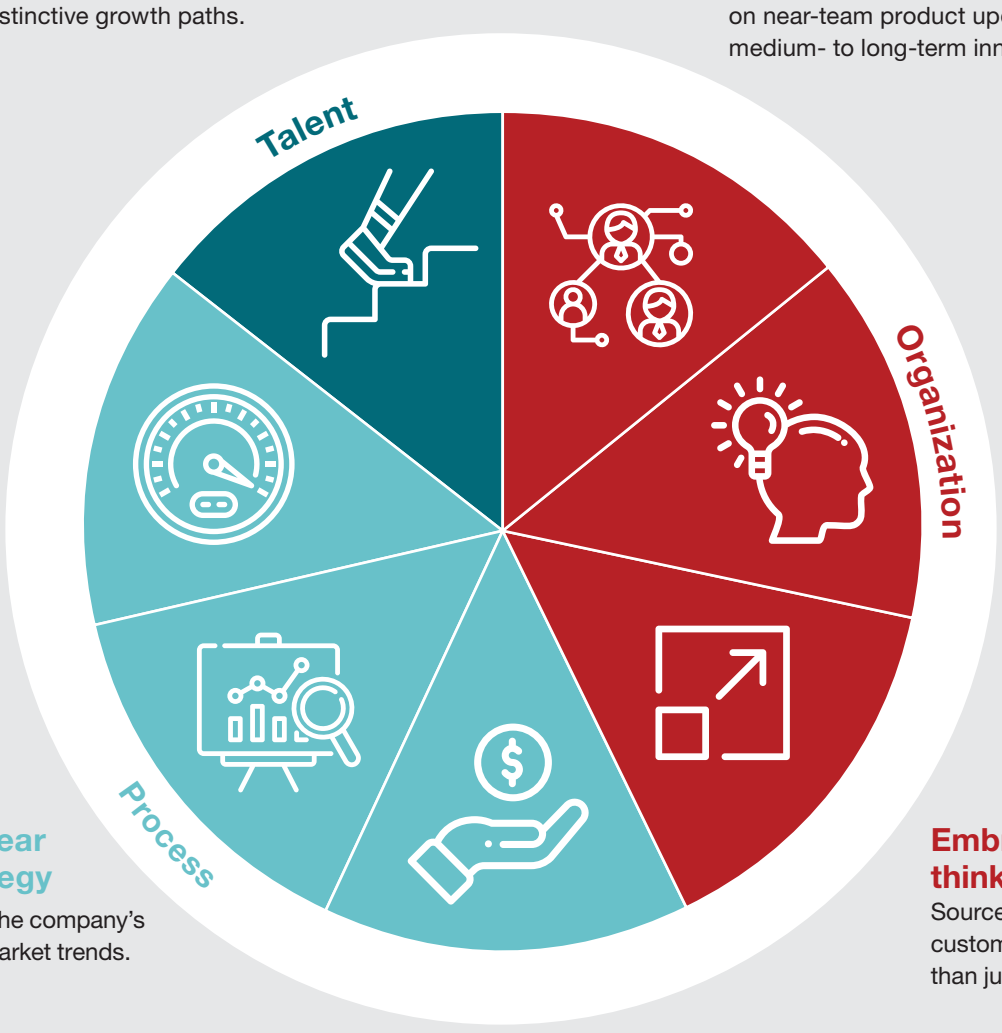
The most innovative carriers adopt seven bold approaches used by leading technology and consumer companies.

Elevate the role of product managers

Attract top talent and reward them with distinctive growth paths.

Learn from consumer-goods companies

Set up separate teams focused on near-team product updates and medium- to long-term innovation.



Accelerate the development process

Adopt standardized but agile processes.

Learn from technology firms

Empower product managers as “mini-CEOs”

Embrace a clear product strategy

Align strategy with the company’s overall vision and market trends.

Embrace design thinking

Source ideas from designers, customers, and agents rather than just actuaries.

Adopt a funding approach that mimics venture capital

Apply clear criteria and go/no-go gates to all ideas.

When done well, improved product development and innovation can achieve the following:

30–40%
reduction in product development cycle time

up to
30%
revenue growth

2–4%
margin improvement

+
improved customer service and satisfaction

Are you ready to make groundbreaking improvements to your insurance product development?

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